

DESIGN

Jaipur Rugs x Kengo Kuma collaboration is inspired by the latter's architectural works

At Milan Design Week, the Japanese architect unveiled *Faces*, a collection of 16 rugs inspired by his own projects.



By Aditi Sharma
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The quiet signatures of Kuma's most celebrated buildings were reimagined through Jaipur Rugs' exquisite command of handicraft and material nuance. Each piece was handmade by master artisans in Rajasthan using wool and regenerated natural fibre viscose. Photo Courtesy: Jaipur Rugs

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Jaipur Rugs, long admired for its visionary model rooted in direct association with artisans, has blossomed into a global force: now a rarefied design house where craft and culture entwine, and where collaborations with some of the world's most important designers form the beating heart of its story. That design sensibility came into focus at Milan Design Week and Salone del Mobile in April, where [Jaipur Rugs](#) collaborated with visionary Japanese architect Kengo Kuma to launch *Faces*, a collection of 16 rugs inspired by the façades of his architectural works.

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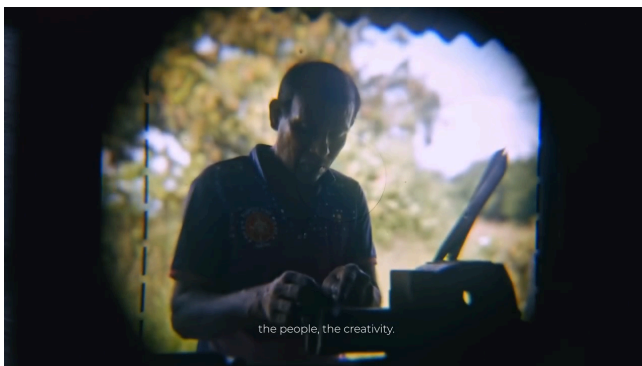


Photo Courtesy: Jaipur Rugs

The exceptional pieces were unveiled at the iconic Crespi Bonsai Museum, home to the largest and most comprehensive collection of bonsai outside Japan. “The venue was chosen not just for its magical Japanese gardens but also as a place that the design crowd would want to come to and see—a place they would immediately add to their itinerary,” shared Greg Foster, artistic director at Jaipur Rugs. “I think of our presentation at the Crespi Bonsai Museum as like a fashion show; something spectacular that visitors will remember.”

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The quiet signatures of some of Kuma’s most celebrated buildings were translated into woven form, reimagined through Jaipur Rugs’ command of handicraft and material nuance. Each piece was handmade by master

artisans in Rajasthan using wool and regenerated natural fibre viscose. “Whenever I visit India, I feel that textiles are at the heart of culture and have developed over time,” reflected Kuma. “Working with artisans always brings new discoveries, and Jaipur Rugs was particularly memorable. To achieve the subtle variations of colour and tone we envisioned, they continuously refined numerous samples. The process felt less like production and more like an ongoing dialogue,” he said.



The 16-rug collection was unveiled during the Milan Design Week in April this year. The rugs were displayed like precious jewels amid the living artistry of the Crespi Bonsai Museum, home to the largest and most comprehensive collection of bonsai outside Japan. Photo Courtesy: Jaipur Rugs

Among the most striking pieces in the collection were the Sukima and Bokashi lines, both inspired by the Suntory Museum of Art in Tokyo, expressing Kuma’s fascination with the poetics of spatial thresholds. “Sukima focuses on the presence of intervals, where light filters through spaces between elements, allowing space to breathe, and Bokashi softens the boundary itself, dissolving edges through gradual transitions and creating a sense of continuity where space seems to expand beyond its physical limits,” stated Kuma.

Kigumi and Chirashi, inspired by the GC Prostho Museum Research Centre in Aichi and Kanayama Community Centre in Gunma, respectively —both in Japan— and Kasane, drawn from the Albert-Kahn Museum in Boulogne-Billancourt, France, further enriched the collection’s design language. For the palette, Kuma turned to colours that sit as close to nature as possible: earthy, muted tones that feel lifted from stone, bark, shadow and light.



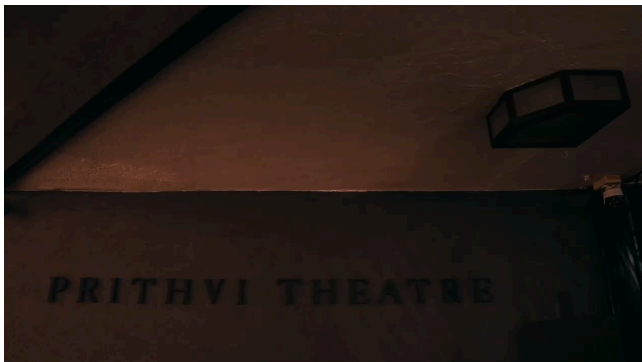
Photo Courtesy: Jaipur Rugs

“Our collaboration with Kengo Kuma is our most global one to date,” added Foster. “A collection designed in Tokyo, made in India and launched to the world in Milan during the most important moment in the design calendar. Our design language has always been very international, particularly as we grow into a global design house. Kengo is of the moment and is a beautiful addition to our catalogue. Our signature aesthetic is still evolving.”

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